

CLAIMS

We claim:

1. A method of conducting electronic commerce transactions among participants in an E-marketplace, comprising the steps of:

obtaining privacy-use information for each participant;

identifying collaborative groups of two or more participants who are presenting a collaborative transaction to the E-marketplace;

creating an aggregate privacy policy for each collaborative transaction, based on privacy-use information from each participant in each collaborative group;

and

presenting to the E-marketplace the aggregate privacy policy for each collaborative transaction.

2. The method of claim 1, wherein said privacy information comprises a P3P policy.

3. The method of claim 1, wherein said step of obtaining privacy-use information for each participant comprises at least the steps of:

requesting each participant to submit said privacy-use information to the
E-marketplace as part of a registration procedure for the E-marketplace; and
storing all of said submitted privacy-use information by the E-marketplace.

4. The method of claim 1, wherein said step of obtaining privacy-use information
for each participant comprises at least the steps of:

requiring each participant to submit said privacy-use information to the
E-marketplace as part of a registration procedure for the E-marketplace; and
storing all of said submitted privacy-use information by the E-marketplace.

5. The method of claim 4, wherein said step of sharing the privacy-use information
comprises at least the step of:

said E-marketplace making available all of said stored privacy-use information to
all participants upon request.

6. The method of claim 4, wherein said step of sharing the privacy-use information
comprises at least the step of:

said E-marketplace making available to participants in a particular transaction the stored privacy-use information of all participants in said particular transaction.

7. The method of claim 1, further comprising the step of:
creating an individual privacy policy for each non-collaborative transaction, based on privacy-use information from the individual participant in said non-collaborative transaction; and
presenting to the E-marketplace the individual privacy policy for each non-collaborative transactions.

8. The method of claim 7, further comprising the steps of:
displaying to a particular participant only information pertaining to transactions that have privacy policies corresponding to their privacy-use information.

9. A computer program product recorded on computer readable medium for conducting electronic commerce transactions among participants in an E-marketplace, comprising:

computer-readable means for obtaining privacy-use information for each participant;

computer-readable means for identifying collaborative groups of two or more participants who are presenting a collaborative transaction to the E-marketplace;

computer-readable means for creating an aggregate privacy policy for each collaborative transaction, based on privacy-use information from each participant in each collaborative group; and

computer-readable means for presenting to the E-marketplace the aggregate privacy policy for each collaborative transaction.

10. The program product of claim 9, wherein said privacy information comprises a P3P policy.

11. The program product of claim 9, wherein said computer-readable means for obtaining privacy-use information for each participant comprises:

computer-readable means for requesting each participant to submit said privacy-use information to the E-marketplace as part of a registration procedure for the E-marketplace; and

computer-readable means for storing all of said submitted privacy-use information by the E-marketplace.

12. The program product of claim 9, wherein said computer-readable means for obtaining privacy-use information for each participant comprises:

computer-readable means for requiring each participant to submit said privacy-use information to the E-marketplace as part of a registration procedure for the E-marketplace; and

computer-readable means for storing all of said submitted privacy-use information by the E-marketplace.

13. The program product of claim 12, wherein said computer-readable means for sharing the privacy-use information comprises:

computer-readable means for making available via said E-marketplace all of said stored privacy-use information to all participants upon request.

14. The program product of claim 12, wherein said computer-readable means for sharing the privacy-use information comprises:

computer-readable means for making available to participants in a particular transaction, via said E-marketplace, the stored privacy-use information of all participants in said particular transaction.

15. The program product of claim 9, further comprising:

computer-readable means for creating an individual privacy policy for each non-collaborative transaction, based on privacy-use information from the individual participant in said non-collaborative transaction; and
computer-readable means for presenting to the E-marketplace the individual privacy policy for each non-collaborative transactions.

16. The program product of claim 15, further comprising:

computer-readable means for displaying to a particular participant only information pertaining to transactions that have privacy policies corresponding to their privacy-use information.

17. A computer program product recorded on computer readable medium for conducting electronic commerce transactions among participants in an E-marketplace, comprising:

computer-readable means for obtaining privacy-use information for each participant;

computer-readable means for identifying collaborative groups of two or more participants who are presenting a collaborative transaction to the E-marketplace;

computer-readable means for creating an aggregate privacy policy for each collaborative transaction, based on privacy-use information from each participant in each collaborative group; and

computer-readable means for presenting to the E-marketplace the aggregate privacy policy for each collaborative transaction.

18. The program product of claim 19, wherein said privacy information comprises a P3P policy.

19. The program product of claim 17, wherein said computer-readable means for obtaining privacy-use information for each participant comprises:

computer-readable means for requesting each participant to submit said privacy-use information to the E-marketplace as part of a registration procedure for the E-marketplace; and
computer-readable means for storing all of said submitted privacy-use information by the E-marketplace.

20. The program product of claim 17, wherein said computer-readable means for obtaining privacy-use information for each participant comprises:

computer-readable means for requiring each participant to submit said privacy-use information to the E-marketplace as part of a registration procedure for the E-marketplace; and
computer-readable means for storing all of said submitted privacy-use information by the E-marketplace.

21. The program product of claim 20, wherein said computer-readable means for sharing the privacy-use information comprises:

computer-readable means for making available via said E-marketplace all of said stored privacy-use information to all participants upon request.

22. The program product of claim 20, wherein said computer-readable means for sharing the privacy-use information comprises:

computer-readable means for making available to participants in a particular transaction, via said E-marketplace, the stored privacy-use information of all participants in said particular transaction.

23. The program product of claim 17, further comprising:

computer-readable means for creating an individual privacy policy for each non-collaborative transaction, based on privacy-use information from the individual participant in said non-collaborative transaction; and
computer-readable means for presenting to the E-marketplace the individual privacy policy for each non-collaborative transactions.

24. The program product of claim 23, further comprising:

computer-readable means for displaying to a particular participant only information pertaining to transactions that have privacy policies corresponding to their privacy-use information.